

COIN CONNECTION

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ATARI AT IAAPA



The Atari booth was crowded with amusement park operators at the show.



Frank Ballouz, Fred McCord and Steve Blattspieker compete on Airborne Avenger™.



All kinds of players are attracted to the new Wolf Pack™ game.

Amusement Park operators were introduced to Atari's new line of video and pinball games at the IAAPA show in New Orleans. "This show was a tremendous success for Atari," said Frank Ballouz. "The park operators are most enthusiastic about Atari's products in their arcades."

All the new games were on display. Sprint 4™, Destroyer™, Canyon Bomber™, and Ultra Tank™ were among the video games shown. Airborne Avenger™, the newest of Atari's pinballs, gained much attention together with The Atarians™ and Time 2000™.

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HAPPY 1978



Atari would like to wish all of you a Very Happy New Year.

1978 will be a year of continued growth for the coin-op industry. There will be many new locations for games and new arcades opening. The continued good publicity and positive promotion of games to the public will also contribute to the growth of revenues in the industry. Operators will have more locations for games and introduce new exciting products to the market. There will be new players and higher collections in '78.

Atari plans to introduce many exciting new video and pinball games in 1978. We

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ATARI NEW JERSEY OPENS



Atari's new office in Piscataway, New Jersey, is open. The new 10,600 square foot facility offers sales, service and parts support for Atari distributors on the East Coast. The office will be expanding through the year to handle the increasing demands of eastern customers. Howard Rubin, Eastern Regional Sales Manager, is heading the new office which is scheduled to commence operation in January.

Presently there are six Atari employees in the New Jersey office in service, parts and marketing. Two additional positions will be filled in the near future. "Our New Jersey office will give Atari the capability to expedite the service and parts needs of the eastern distributors in order for them to serve their operators in a more timely way," said Howard Rubin.

In addition to this, the new facility

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A TEXAS SHOW



At State Music Show in Dallas, (left to right) Abe Sussman, Don Osborne, Fred McCord and Tom Chatten.



Fred McCord conducted two service schools at the State Music Show.

Dallas, Texas, was the site of a festive game showing sponsored by State Music Co. Hundreds of operators from all over the region gathered at the Holiday Inn on December 2 and 3 to see all of the latest equipment, attend service schools and enjoy the hospitality at this two day affair. Abe Sussman, Tom Chatten and their entire staff were there to make the show a great success.

Fred McCord and Phil Stewart of Atari's Customer Service Department conducted service schools both days of the show. Don Osborne and Don Smith from Atari were also there to meet with operators and answer questions. Tom Chatten of State Music said, "We feel that Atari has been most cooperative in their contribution to our show. Our operators benefited from the service schools. They give them a lot of useful information on maintaining Atari games. We were extremely pleased with the response to our show."

"Atari's representation at the Texas show was excellent. Ten of our video and pinball games were on display, which was considerably more than any other manufacturer," said Don Osborne, Western Regional Sales Manager. "The operator turnout was fabulous and the interest in Atari was high," he added.

EASTERN SERVICE SCHOOLS

Operators and service technicians were brought up-to-date on all the latest repair and troubleshooting know-how at Atari Service Schools. Distributors in Philadelphia and Montreal hosted the schools held in November. Dave Tucker, Service Technician for Atari's new East Coast facility, conducted the all day seminars. Subjects covered included the electronic pinball games, basic troubleshooting, preventive maintenance, microprocessor technology and specific service tips on Atari products.

Frank O'Neill of Active Amusement Co., said, "We felt the service school was a resounding success, the attendance was excellent, and our customers are looking forward to attending more schools in the future."

Carl Mollitt, service technician for Baldassari Amusements, referring to the school said, "I was pleased with the way the program was presented. I feel I have learned plenty about your new games, and am confident to repair them."

The Montreal school was hosted by Laniel Automatic. Jean Coutu reported that, "Our customers attended from all over the province of Quebec. It was a successful school. They were enthusiastic and stayed for the question-answer session for two additional hours."

"The response to the service schools was fabulous," said Dave Tucker. "We plan to conduct even more in the future to help operators to keep up with the technology used in our new games, and to alleviate their service problems." Atari will be publishing a schedule for the service schools in the near future. If you have any questions regarding schools to be held, contact Fred McCord at (800) 538-6892 or (408) 984-1900.



Canadian operators attend service school in Montreal.



Operators get hands-on training in pinball service seminar conducted by Dave Tucker.



Active sponsors well-attended school in Pennsylvania.

NEW T-SHIRTS AVAILABLE

The dynamic double eagle Airborne Avenger™ design on the T-shirts is in bright oranges, blue and magenta colors. "The Ultimate High in Pinball" is the message on the back in orange.

These T-shirts make excellent prizes for high score of the week, local tournaments, contests, or for promotional giveaways. Airborne Avenger enthusiasts will be proud to wear the colorful double eagle emblem from Atari.

Airborne Avenger T-shirts are now available and can be ordered through Atari distributors.

Breakout™ T-shirts will be available next month as well.



DISTRIBUTORS' NEW OFFICES

Two Atari distributors recently celebrated the opening of new offices. Franco Distributing held grand opening festivities at their new offices in Montgomery, Alabama, the week of December 5th. And on December 4, Portale Automatic officially opened their new San Francisco office with an open house for their customers.

Rubin Franco of Franco Distributing said, "We are pleased to be in our new building. The opening celebration for our operators was a great success."

Tom Higdon, Manager of Portale's San Francisco office noted, "The turnout for our opening was excellent. We look forward to working with the operators in Northern California."

Atari is pleased to see the growth of our distributors. "Their expansion will provide even more support for operators, and will help to facilitate overall growth of our industry," said Frank Ballouz. "We wish them the best of luck in their new offices."



LOCATIONS: CRUISE SHIPS



There are hundreds of cruise ships in the world. Some have game rooms. For example, it was recently reported in Philadelphia Magazine that approximately 1000 passengers on the SS Rotterdam could enjoy playing pinball games in their leisure time.

Cruises are growing in popularity all over the world. Ships leave from all ports daily. They range from a few hundred passengers to over 1600 people on the Queen Elizabeth, departing for a relaxing vacation with an excess of leisure time. This is an ideal location for coin-op games.

There are only a few cruise ships that presently have game rooms according to the International Passenger Ship Association. Operators should contact the individual cruise lines to investigate the possible opportunities for game rooms on their ships. Organized contests and tournaments for passengers would also be a good cruise activity that would encourage more player participation.

TIP-N-TELL



Atari has initiated a new procedure to further assure that games from our plant arrive at their destination in good working order. Tip-N-Tell is a visual indicator which will be placed on the game cartons to show if a game has been mishandled or dropped in shipment.

Tip-N-Tell is a heavy cardboard label in day-glow red with a specially designed arrow cutout covered with clear plastic adhesive material. The bottom portion of the arrow is filled with bright blue sand. This is placed on the carton with the arrow pointing up. A metal strip that holds the sand in the bottom portion of the arrow is then removed. The blue sand will flow to the top portion of the arrow if the carton is tipped in any direction to a 90° angle or more. If this happens, a special adhesive material holds the sand in the top part of the arrow; thus the Tip-N-Tell will show if the carton has been mishandled in any way.

"We believe that the use of Tip-N-Tell in shipping of Atari games will help to alleviate the reported problems of concealed damage," reports Frank Ballouz, National Sales Manager. "In addition to being able to detect mishandling, these indicators on our cartons will make the freight companies more aware of the importance of proper handling of the games in shipment," he adds.

TECHNICAL TIP

TV MONITORS

TV monitor problems on new games are in the majority of cases *not* electronic component failure. The cause is most often mechanical and one should check the following:

1. Check for loose monitor board components.
2. On the underside of the monitor PCB, all solder pads of larger components must be closely checked for lifted pads (such as the flyback transformer).

3. Check to make sure all solder connections to components make electrical contact. If not, resolder the connections.

PINBALL GAMES—FLIPPERS

Resistor-switch modification kits to extend the life of the flipper solenoids are available through Atari distributors at no charge. These kits are for right and left single flipper assemblies for Time 2000™ and for Airborne Avenger™'s with serial numbers less than 0065. The dual flipper kits for The Atarians™ will be sent within the next month.

IAAPA Continued

There was a feature preview of the sensational Wolf Pack™ game. Its full scale periscope and first person game action was a major attraction at the show. Wolf Pack will be formally introduced after further field-testing and product development is completed. Based on operator, distributor and player reaction so far, Wolf Pack is certain to be an exceptional game in the market.

Atari's display of new games was evidence of our leadership in the industry. Crowds of operators in the booth discovered the attraction and profit potentials of Atari games. For the second year, Atari received an honorary award for the display of amusement equipment from the IAAPA.

New Jersey (Continued)

will be offering service schools for operators and their technicians to learn more about the new technology and game maintenance. Technicians will be available to give further assistance in game repair. The parts department will in the near future be capable of handling customer emergencies as well as expediting distributor orders for parts in the east.

Frank Ballouz, National Sales Manager, said, "We feel the eastern market will benefit from the services offered in New Jersey. This will certainly add to the growth of the industry in that area by increasing our product support for our customers."

The new office is located at 44 Colonial Drive, Piscataway, New Jersey. Please call (201) 981-0490 or (800) 631-5374 for further information.

1978 Continued

will be expanding our customer services by conducting more service schools for operators, opening the eastern regional service facility and sending technical bulletins and tips to our distributors and operators. Atari will initiate new promotion and advertising programs to help facilitate further growth of the industry.

We all look forward to a successful and prosperous 1978 for everyone.

WORLD WIDE SHOW AT A.T.E.

London will be overflowing with Amusement people from all over the world for the Amusement Trades Exposition on January 24th thru 26th. Held at the Alexandra Palace in North London, this is one of the largest international trade shows in the industry.

Atari products will be on display with The Cherry Group, the Atari distributor in Great Britain. In addition to all the current products, several new products will be introduced at this show.

Sue Elliott, International Marketing Administrator, said, "Atari's international market has grown significantly in the past few years. We anticipate record attendance at this year's ATE and look forward to a successful show for Atari."

Among the new games to be displayed will be the new pinball, Middle Earth™, the 2 Game Module™, Ultra Tank™, and more. Current products such as Sprint 4™, Destroyer™, Starship 1™ and Super Bug will also be shown.

MR. & MRS.



Nolan Bushnell, Chairman of Atari, and his bride, Nancy were married on November 27th. The intimate ceremony with family and close friends of the couple was held in their garden, and followed by a lovely reception. The newlyweds left the following day for a three week European honeymoon.

Atari wishes them all the happiness in the world. We are pleased to welcome Nancy to the Atari family.

WHAT IF

Games were placed in large beauty shops and barber shops for waiting customers and their children. . . .

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